



Queensland University of Technology  
AMB240 Semester 1 2015  
QUTopia Marketing Simulation  
*Purple Cow Award Winners*



**Award: Joint Winners Innovation in Branding** This award is given to the business which displayed the Purple Cow Features of innovation and creativity in branding, and thus stood out from the crowd of 56 businesses. .

**Business:** Inskpire

**Product:** Handmade prints, greeting cards and home decor

**Business:** Honey & Wood

**Product:** Laser cut personal accessories and office decor



**Award: Winner Innovation in Product**

**Concept** This award is given to the business which displayed the Purple Cow Features of innovation and creativity in stall design, and thus stood out from the crowd of 56 businesses

**Business:** Ex-Change

**Product:** Hand-crafted rings made out of old spoons.



**Award: Joint Winner Innovation in Stall Design.** This award is given to the business which displayed the Purple Cow Features of innovation and creativity in their product concept and thus stood out from the crowd of 56 businesses

**Business:** Get Herbed

**Product:** Wrapped packets of fresh herbs, displayed in a custom built stand.

**Business:** Oceane

**Product:** A range of beach themed decor



**Award: Joint Winner Most Improved.** This award is given to the business which displayed the Purple Cow Features of innovation in improving their marketing between marketday 1 and 2 and thus stood out from the crowd of 56 businesses

**Business:** Sprayed

**Product:** Street wear t-shirts, hand sprayed and customize

**Business:** #Hennagram

**Product:** Hand-painted henna tattoos



**Award: Winner Customer Experience.**

This award is given to the business which displayed the Purple Cow Features of innovation in providing a unique customer experience and thus stood out from the crowd of 56 businesses

**Business:** Groovy Smoothie

**Product:** Fresh smoothies with a mixer that was powered by peddling a bicycle.



**Award: Winner of the People's Choice award.** This award is given to the business voted as most popular by the students enrolled in the subject.

**Business:** Inkspire

**Product:** Handmade prints, greeting cards and home décor

